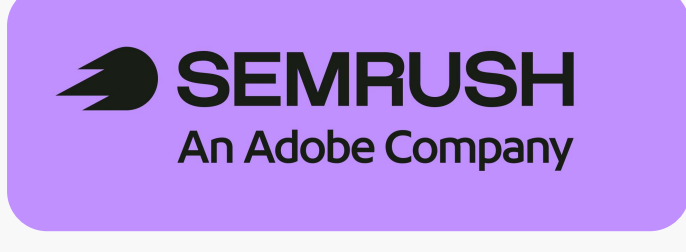


Back-to-School Shopping Trends

Whether it's backpacks to organize supplies or bento boxes to organize snacks, parents everywhere are sending their kids back to school in style.



Adobe Digital Insights (ADI) has been a leading authority on the global digital economy since 2013, delivering one of the most comprehensive analyses available and building its insights on over a trillion visits and billions of online transactions.



Exploding Topics combines AI trend-detection across social, search, e-commerce platforms and more with human analyst verification to spot high-growth products, startups, and macro trends before they peak.

A Transparent Trend for Backpacks



1 in 6
Clear Backpacks

In July 2026, 1 in 6 backpacks sold online were **clear**, up from less than 1 in 10 in July 2023, a roughly 67% increase.

+140%

Clear Backpacks

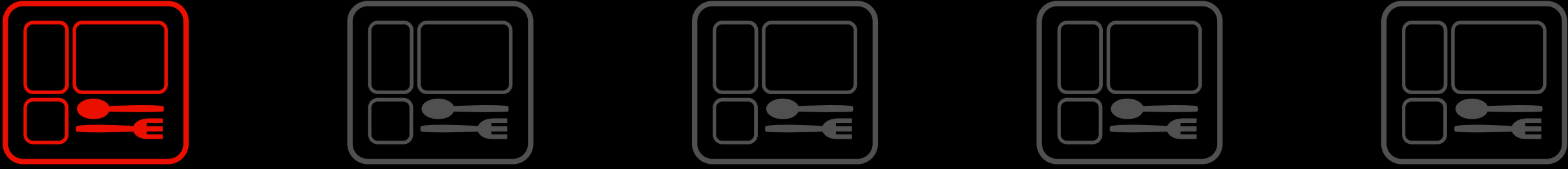
Surge in search traffic for clear backpacks between July 2023 and July 2026.



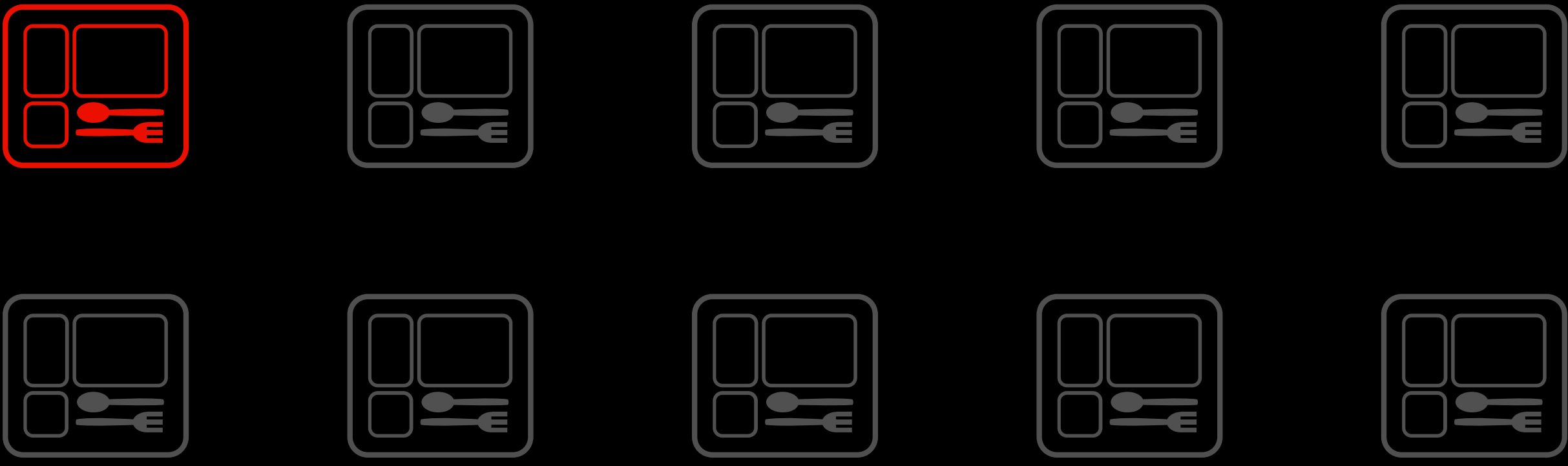
Lunchtime Gets Organized

Between July 2023 and July 2026, the share of lunchboxes sold online that were bento style roughly doubled, from approximately 1 in 10 to 1 in 5 just three years later.

1 in 5 Bento Boxes (July 2026)



1 in 10 Bento Boxes (July 2023)



+7%

Bento Boxes

Search traffic growth for bento boxes between July 2023 and July 2026.

